

WHAT IS CLAIMED IS:

- 1 1. A video system, comprising:
 - 2 an input port configured to receive video data, the video data including a
 - 3 plurality of premium contents;
 - 4 an output port configured to couple to a video display for displaying
 - 5 video data selected by a viewer;
 - 6 a preference engine coupled to the input port and configured to track
 - 7 viewer selections of the video data and to create a viewer profile representing
 - 8 viewing preferences of the viewer; and
 - 9 a promotion module coupled to the preference engine and the output
 - 10 port, the promotion module responsive to the viewer profile to select at least one
 - 11 preferred promotion content from the plurality of premium contents, to cause the
 - 12 selected at least one preferred promotion content to be stored, and to cause the
 - 13 selected at least one preferred promotion content to be displayed to entice the
 - 14 viewer to watch a premium content associated with the selected at least one
 - 15 preferred promotion content.
- 1 2. The video system of Claim 1, further comprising a set-top box coupled to the
- 2 input port and configured to receive video data.
- 1 3. The video system of Claim 1, wherein the plurality of premium contents
- 2 includes a plurality of conditional access video contents.
- 1 4. The video system of Claim 3, wherein the conditional access video content is
- 2 provided through a pay-per-view service.
- 1 5. The video system of Claim 1, further comprising a circuitry configured to
- 2 provide for a functionality of a personal video recorder for recording the video data,
- 3 wherein the circuitry further provides for a recording of the conditional access video
- 4 content and the selected at least one preferred promotion content.
- 1 6. The video system of Claim 1, wherein the promotion module causes display
- 2 of the selected at least one preferred promotion content as a content selected from a
- 3 group consisting of a video clip, a trailer, a program title, program actors and their
- 4 pictures, a program description and program reviews.

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1 12. A method of operating a video system that receives video data that includes
2 a plurality of premium contents, the method comprising:

3 creating a viewer profile representing viewing preferences of a viewer;

4 identifying at least one of the premium contents consistent with the
5 viewer profile;

6 selecting a promotion content associated with the identified at least one
7 of the premium contents;

8 storing the selected promotion content; and

9 displaying the selected promotion content to entice the viewer to watch
10 the associated at least one of the premium contents.

1 13. The method of Claim 12, wherein displaying the selected promotion content
2 occurs upon determining that the viewer is watching video data displayed on a video
3 display.

1 14. The method of Claim 12, further comprising displaying the at least one of
2 the premium content corresponding to the selected promotion content upon the viewer
3 selecting the displayed selected promotion content.

1 15. The method of Claim 12, further comprising creating a plurality of viewer
2 profiles, each viewer profile representing viewing preferences of a viewer and including
3 preferred promotion contents selected in accordance with the viewing preferences of the
4 viewer.

1 16. The method of Claim 15, further comprising selecting a viewer profile from
2 the plurality of viewer profiles upon determining which viewer is likely to be watching
3 at a given day and at given time using the viewing preferences.

1 17. The method of Claim 12, wherein the plurality of premium content includes
2 at least one conditional access video content.

1 18. The method of Claim 17, wherein the at least one conditional access video
2 content includes pay-per-view contents.

1 19. The method of Claim 17, further comprising pre-recording the at least one
2 conditional access video content on a personal video recorder.

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